

Rep Order# 6849036 Ver# 3 Mod# 1 Status Confirmed Traffic Order# 106190

EC'd Yes

Last Received: 09/12/2012 9:59 AM

1 of 7

Station KSNV-TV LAS VEGAS, NV.

Advertiser (AFSCME)
Product AFSCME

Estimate# LISACABANEK
Buyer Phone#
Fax#

Agency () CAMPAIGN GROUP

1600 LOCUST ST

PHILADELPHIA, PA 19102

Agency CP1/PZ2E

Flight Dates 09/12/2012 - 09/25/2012

Hiatus Weeks

Rep Firm () PHILADELPHIA
Sales Office () AMY MCCREARY

Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

SC=*

LT	In	Day	Time	Program	In	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
1	W-F	5A-6A			:30	\$600.00	09/12-09/14	2	1	2	\$1,200.00	
2	M-F	5A-6A			:30	\$600.00	09/17-09/21	3	1	3	\$1,800.00	
3	M-TU	5A-6A			:30	\$600.00	09/24-09/25	1	1	1	\$600.00	
4	W-F	6A-7A			:30	\$1,000.00	09/12-09/14	2	1	2	\$2,000.00	
5	M-F	6A-7A			:30	\$1,000.00	09/17-09/21	3	1	3	\$3,000.00	
6	M-TU	6A-7A			:30	\$1,000.00	09/24-09/25	1	1	1	\$1,000.00	
7	W-F	7A-9A			:30	\$1,500.00	09/12-09/14	2	1	2	\$3,000.00	
8	M-F	7A-9A			:30	\$1,500.00	09/17-09/21	3	1	3	\$4,500.00	
9	M-TU	7A-9A			:30	\$1,500.00	09/24-09/25	1	1	1	\$1,500.00	
10	W-F	9A-10A			:30	\$900.00	09/12-09/14	2	1	2	\$1,800.00	

Showing Buylines: All Lines

Rep Order# 6849036 Ver# 3 Mod# 1 Status Confirmed
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Station KSNV-TV LAS VEGAS, NV.

Advertiser (AFSCME

Product AFSCME

Estimate# LISA CABANEL

Buyer phone#

Fax#

LT

In

Day

Time

Program

--- --- --- --- ---

11 M-F 9A-10A :30 \$900.00 09/17-09/21 3 1 1 1 \$900.00

Buyline Comment: TODAY SHOW III

12 M-TU 9A-10A :30 \$900.00 09/24-09/25 1 1 1 1 \$900.00

Buyline Comment: TODAY SHOW III

13 W-F 10A-11A :30 \$450.00 09/12-09/14 2 1 2 \$900.00

Buyline Comment: TODAY SHOW III

14 M-F 10A-11A :30 \$450.00 09/17-09/21 3 1 3 \$1,350.00

Buyline Comment: TODAY SHOW III

15 M-TU 10A-11A :30 \$450.00 09/24-09/25 1 1 1 \$450.00

Buyline Comment: TODAY SHOW III

16 W-F 11A-12P :30 \$450.00 09/12-09/14 2 1 2 \$650.00

Buyline Comment: RACHEL RAY

17 M-F 11A-12P :30 \$325.00 09/17-09/21 3 1 3 \$975.00

Buyline Comment: RACHEL RAY

18 M-TU 11A-12P :30 \$325.00 09/24-09/25 1 1 1 \$325.00

Buyline Comment: RACHEL RAY

19 W-F 12P-1230P :30 \$425.00 09/12-09/14 2 1 2 \$850.00

Buyline Comment: NEWS

20 M-F 12P-1230P :30 \$425.00 09/17-09/21 3 1 3 \$1,275.00

Buyline Comment: NEWS

21 M-TU 12P-1230P :30 \$425.00 09/24-09/25 1 1 1 \$425.00

Buyline Comment: NEWS

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Showing Buylines: All Lines 09/12/2012 6:59 AM

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1600 LOCUST ST
PHILADELPHIA, PA 19102

Agency C/P/I/P2/E
Flight Dates 09/12/2012 - 09/25/2012
Hiatus Weeks

Rep Firm ()PHILADELPHIA
Sales Office ()AMY MCCREARY
Salesperson ()AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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Rep Order# 6849036 Ver# 3 Mod# 1 Status Confirmed

Traffic Order# 106190 Last Received: Printed: 09/13/2012 9:58 AM
09/12/2012 6:59 AM

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Station KSNV-TV LAS VEGAS, NV.

Advertiser () AFSCME

Product AFSCME

Estimates# LISA CABANEL

Buyer Phone#

Fax#

Agency () CAMPAIGN GROUP
1600 LOCUST ST
PHILADELPHIA, PA 19102

Agency C/P1/P2/E

Flight Dates 09/12/2012 - 09/25/2012

Hiatus Weeks

Salesperson Phone#

215-568-6540

Salesperson FAX#

215-568-1845

LT In Day Time Program

Len Rate Dates Spots/Week # of Weeks Total Spots Total Cost Daypart

--- --- --- --- --- :30 \$325.00 09/12-09/14 2 1 2 \$650.00

--- --- --- --- --- :30 \$325.00 09/17-09/21 3 1 3 \$975.00

--- --- --- --- --- :30 \$325.00 09/24-09/25 1 1 1 \$325.00

--- --- --- --- --- :30 \$325.00 09/12-09/14 2 1 2 \$650.00

--- --- --- --- --- :30 \$325.00 09/17-09/21 3 1 3 \$975.00

--- --- --- --- --- :30 \$325.00 09/24-09/25 1 1 1 \$325.00

--- --- --- --- --- :30 \$325.00 09/12-09/14 2 1 2 \$650.00

--- --- --- --- --- :30 \$325.00 09/17-09/21 3 1 3 \$975.00

--- --- --- --- --- :30 \$325.00 09/24-09/25 1 1 1 \$325.00

--- --- --- --- --- :30 \$325.00 09/12-09/14 2 1 2 \$650.00

--- --- --- --- --- :30 \$325.00 09/17-09/21 3 1 3 \$975.00

--- --- --- --- --- :30 \$325.00 09/24-09/25 1 1 1 \$325.00

--- --- --- --- --- :30 \$325.00 09/12-09/14 2 1 2 \$650.00

--- --- --- --- --- :30 \$325.00 09/17-09/21 3 1 3 \$975.00

--- --- --- --- --- :30 \$325.00 09/24-09/25 1 1 1 \$325.00

--- --- --- --- --- :30 \$325.00 09/12-09/14 2 1 2 \$650.00

--- --- --- --- --- :30 \$325.00 09/17-09/21 3 1 3 \$975.00

--- --- --- --- --- :30 \$325.00 09/24-09/25 1 1 1 \$325.00

--- --- --- --- --- :30 \$325.00 09/12-09/14 2 1 2 \$650.00

--- --- --- --- --- :30 \$325.00 09/17-09/21 3 1 3 \$975.00

--- --- --- --- --- :30 \$325.00 09/24-09/25 1 1 1 \$325.00

--- --- --- --- --- :30 \$700.00 09/17-09/21 3 1 3 \$2,100.00

Showing Buylines: All Lines

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Station KSNV-TV LAS VEGAS, NV.

Advertiser () AFSCME

Product AFSCME

Estimate# LISA CABANEL

Buyer Phone#

Fax#

LT Ln Day Time Program

Hiatus Weeks

Agency () CAMPAIGN GROUP

1600 LOCUST ST

PHILADELPHIA, PA 19102

Agency C/P1/P2/E

Flight Dates 09/12/2012 - 09/25/2012

Hiatus Weeks

Agency () PHILADELPHIA

Sales Office () PHILADELPHIA

Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

Len Rate

Dates

Spots/Week # of Weeks

Total Spots

Total Cost

Daypart

Last Received: Printed:
Showing Buylines: All Lines

09/12/2012 6:59 AM

4 of 7

Rep Firm	Sales Office	Salesperson	() AMY MCCREARY
Agency	() CAMPAIGN GROUP	1600 LOCUST ST	PHILADELPHIA, PA 19102
34	W-F 5P-630P	Buyline Comment: NEWS	
	:30	\$1,200.00	09/12-09/14 2 1 2 \$2,400.00
35	M-F 5P-630P	Buyline Comment: NEWS	
	:30	\$1,200.00	09/17-09/21 3 1 3 \$3,600.00
36	M-TU 5P-630P	Buyline Comment: NEWS	
	:30	\$1,200.00	09/24-09/25 1 1 1 \$1,200.00
37	SU 830P-930P	Buyline Comment: NEWS	
	:30	\$1,800.00	09/15-09/23 1 2 2 \$3,600.00
38	W-F 7P-730P	Buyline Comment: NEWS	
	:30	\$1,300.00	09/12-09/14 3 1 3 \$3,900.00
39	M-F 7P-730P	Buyline Comment: WHEEL	
	:30	\$1,300.00	09/17-09/21 4 1 4 \$5,200.00
40	M-TU 7P-730P	Buyline Comment: WHEEL	
	:30	\$1,300.00	09/24-09/25 1 1 1 \$1,300.00
41	W-F 730P-8P	Buyline Comment: FACE TO FACE	
	:30	\$1,000.00	09/12-09/14 2 1 2 \$2,000.00
42	M-F 730P-8P	Buyline Comment: FACE TO FACE	
	:30	\$1,000.00	09/17-09/21 3 1 3 \$3,000.00
43	M-TU 730P-8P	Buyline Comment: FACE TO FACE	
	:30	\$1,000.00	09/24-09/25 1 1 1 \$1,000.00

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Advertiser () AFSCME
Product AFSCME
Estimate#
Buyer LISA CABANEL
Phone#
Fax#

Agency () CAMPAIGN GROUP
1600 LOCUST ST
PHILADELPHIA, PA 19102
Agency C/P1/P2/E
Flight Dates 09/12/2012 - 09/25/2012
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Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	44	SA	7P-730P		:30	\$500.00	09/15-09/15 09/22-09/22	1	1	1	\$500.00	
				Buyline Comment: WHEEL [MADE-GOOD BY LINE(S) 58]								
58	SA		930P-10P		:30	\$500.00	09/22-09/22	1	1	1	\$500.00	
				Buyline Comment: WHEEL [MKGD FOR SPOTS MISSED ON LN #44: 9/22(1/WK)]								
45	SA		730P-8P		:30	\$375.00	09/15-09/15 09/22-09/22	1	1	1	\$375.00	
				Buyline Comment: VEGAS								
46	TU		9P-10P		:30	\$2,600.00	09/18-09/18	1	1	1	\$2,600.00	
				Buyline Comment: GO/NORMAL								
47	W		9P-10P		:30	\$4,000.00	09/12-09/12	1	1	1	\$4,000.00	
				Buyline Comment: AGT								
48	W		9P-11P		:30	\$3,200.00	09/19-09/19	1	1	1	\$3,200.00	
				Buyline Comment: LAW & ORDER:SVU								
49	W-F		11P-1135P		:30	\$1,200.00	09/12-09/14	2	1	2	\$2,400.00	
				Buyline Comment: NEWS								
50	M-F		11P-1135P		:30	\$1,200.00	09/17-09/21	3	1	3	\$3,600.00	
				Buyline Comment: NEWS								
51	M-TU		11P-1135P		:30	\$1,200.00	09/24-09/25	1	1	1	\$1,200.00	
				Buyline Comment: TONIGHT SHOW								
- 52	W-F		1135P-1235A		:30	\$750.00	09/12-09/14	3	1	3	\$2,250.00	

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Estimate#
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LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
53	M-F		1135P- 1235A	Buyline Comment: TONIGHT SHOW	:30	\$750.00	09/17-09/21	5	1	5	\$3,750.00	

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
54	M-TU		1135P- 1235A	Buyline Comment: TONIGHT SHOW	:30	\$750.00	09/24-09/25	2	1	2	\$1,500.00	

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
55	W-F		1235A-135A	Buyline Comment: TONIGHT SHOW	:30	\$425.00	09/12-09/14	3	1	3	\$1,275.00	

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
56	M-F		1235A- 135A	Buyline Comment: LATE NIGHT	:30	\$425.00	09/17-09/21	5	1	5	\$2,125.00	

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
57	M-TU		1235A- 135A	Buyline Comment: LATE NIGHT	:30	\$425.00	09/24-09/25	2	1	2	\$850.00	

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
59	M-F		430A-459A	Buyline Comment: EARLY TODAY	:30	\$200.00	09/17-09/21	1	1	1	\$200.00	

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
60	SU		12A-1A	Buyline Comment: L&O	:30	\$175.00	09/23-09/23	1	1	1	\$175.00	

—SALES MONTHLY TOTALS—
—REPORT TOTALS—
Report Totals: 122 / \$99,700.00
Sales Totals: 122 / \$99,700.00

Sep 12: 122 / \$99,700.00
Sales Totals: 122 / \$99,700.00

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Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.

Advertiser () AFSCME

Product AFSCME

Estimate# LISA CABANE

Buyer Phone#

Fax#

Station Totals: 122 / \$99,700.00
Lines not sent/rclld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals \$453,182

CATV	0%	KBLR	0%	KINC	0%	KLAS	28%	KSNV	22%
KTNV	1.2%	KTUQ	0%	KVCW	2%	KVMY	1%	KVVU	35%
XXXX	0%								

—COMPETITIVE COMMENTS—
SHARES ESTIMATED

Books NOV12
Demos RA35+

— CREDIT RISK —

INSUFFICIENT INFO FOR CREDIT ASSESSMENT

Agency () CAMPAIGN GROUP

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Salesperson Phone#	215-568-6540
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